

IN THE CLAIMS

The following listing of claims replaces all prior listings:

1. (Currently Amended) A content managing system having a content managing portion comprising:

a content library for storing files of a plurality of contents provided by a content provider;
a library managing unit which manages said content library;

a customer file storing unit which stores the file of a content of each user to an area assigned to each user; and

a customer file managing unit which manages said customer file storing unit,
wherein,

said content managing portion and a terminal unit of a user are connected through a network,

said content managing portion is operated remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user, ~~and~~

said content managing portion determines the total period for which each content was stored or linked in each user area and creates a database containing the determined value, and

said content managing portion determines the date and time when each content is clicked and creates a database containing the determined date and time.

2. (original) The content managing system as set forth in claim 1,
wherein the contents are advertisements.

3. (original) The content managing system as set forth in claim 1,
wherein the content provider can freely change, replace, and delete the file of a content provided to said content library.

4. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of users who copied or linked
the contents to their user areas and creates a database containing the counted values.

5. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of male users and the number
of female users who copied their contents to their user areas and creates a database containing
the counted values.

6. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of users in each age group who
copied their contents to their user areas and creates a database containing the counted values.

7. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of clicks of each content
copied or linked to each user area and creates a database containing the counted values.

8.-9. (canceled).

10. (Currently Amended) A content managing apparatus, comprising:
a content managing portion having:
 a content library for storing files of a plurality of contents provided by a content
provider,
 a library managing unit which manages said content library,
 a customer file storing unit which stores the file of a content of each user to an
area assigned to each user, and
 a customer file managing unit which manages said customer file storing unit;
and
a communicating unit which connects the content managing apparatus to a network,
wherein,

said content managing portion is operated remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user, ~~and~~

the total period for which each content was stored in each user area is determined and a database containing the determined values is created,

said content managing portion determines the date and time when each content is clicked and creates a database containing the determined date and time.

11. (original) The content managing apparatus as set forth in claim 10, wherein the contents are advertisements.
12. (original) The content managing apparatus as set forth in claim 10, wherein the content provider can freely change, replace, and delete the file of a content provided to said content library.
13. (original) The content managing apparatus as set forth in claim 10, wherein the number of users who copied or linked the contents to their user areas is counted and a database containing the counted values is created.
14. (original) The content managing apparatus as set forth in claim 10, wherein the number of male users and the number of female users who copied their contents to their user areas is counted and a database containing the counted values is created.
15. (original) The content managing apparatus as set forth in claim 10, wherein the number of users in each age group who copied or linked their contents to their user areas is counted and a database containing the counted values is created.

16. (original) The content managing apparatus as set forth in claim 10,
wherein the number of clicks of each content copied or linked to each user area is
counted and a database containing the counted values is created.

17.-18. (cancelled)

19. (Currently Amended) A content managing method, comprising the steps of:
providing a content managing portion having:
a library for storing the files of a plurality of contents provided by a content
provider; and
a customer file storage and a customer file storage system for assigning a user
area for storing the file of a content of each user to the customer file storage;
connecting the content managing portion and a terminal unit of a user through a network,
and
operating the content managing portion remotely by a terminal unit of a user through the
network so that when the user selects a content linked to a page published by the content
provider through the network, the selected content is copied or linked from the library to a user
area in the customer file storage,
wherein,
the content managing portion determines the total period for which each content
was stored or linked in each user area and creates a database containing the determined
values, and
said content managing portion determines the date and time when each content is
clicked and creates a database containing the determined date and time.

20. (original) The content managing method as set forth in claim 19,
wherein the contents are advertisements.

21. (original) The content managing method as set forth in claim 19,
wherein the content provider can freely change, replace, and delete the file of a content
provided to the library.

22. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of users who copied or linked
the contents to their user areas and creates a database containing the counted values.

23. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of male users and the number of
female users who copied or linked their contents to their user areas and creates a database
containing the counted values.

24. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of users in each age group who
copied or linked their contents to their user areas and creates a database containing the counted
values.

25. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of clicks of each content copied
or linked to each user area and creates a database containing the counted values.

26.-27. (Cancelled)